



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al.

:

Art Unit: 3623

Serial No.: 09/474,539

:

:

Examiner: Andre D. Boyce

Filed: December 29, 1999

:

:

For: METHODS AND SYSTEMS  
FOR ANALYZING  
MARKETING CAMPAIGNS

:

:

:

:

:

**REQUEST FOR RECONSIDERATION**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Applicants respectfully request consideration of the following remarks submitted in response to the Office Action dated January 11, 2005 and made final.